

## **CHAPTER II**

### **RIVIEW OF RELATED LITERATURE**

This chapter discusses theoretical term related to sociolinguistic, language varieties, register and Instagram.

#### **2.1 Sociolinguistic**

Language is foremost a means of communication, and communication almost always takes place within some sort of social context (Amberg et al., 2010). Language reflects the individual characteristics of a person, as well as the beliefs and practices of his or her community (Amberg et al., 2010). Language makes people to understand each other and also make people easy to communication. People will not be able to interact without language. This is why if language and society should be applied together in field of sociolinguistics.

There are relationship between language and society in sociolinguistics with the function to understand about structure of the language function in communication. It can be that in sociolinguistics study or discuss all aspect of language in society. Sociolinguistics learn about the relationship between language and society. People are interested in explaining why they speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning (Holmes, 2013).

The way people to use language in different social context will give a substance of information about the way language works, that is about relationship in community and the way people establish their social identity through their language. From the statement above, that sociolinguistics focus on the use of language in society. So, sociolinguistics study about correlation between social factors and linguistics variations in language society.

## **2.2 Language Varieties**

Language varieties found of language that used by people such as from group to group, speaker to speaker, in the term of the pronunciation of language. Many varieties of language exist and each language exists in a number of guises (Wardhaugh, 2006). Every speaker has different ways in using language as a means of communication. One way of characterizing certain variations is it to say that speakers of a particular language sometimes speak different dialects of language (Wardhaugh, 2006). The variation in language usually influenced by several factors, such as age, gender, habits, profession, and state. There are some varieties of language and several definitions related with the purpose of this study.

### **2.2.1 Dialect**

Dialect is defined by linguists as a variety as a variety of a language that is distinguished from other varieties of the same language by its pronunciation, grammar, vocabulary, discourse conventions, and other linguistic features. (Solano-Flores, 2006). That is dialect that people used has different characteristic, and everyone has a particular

characteristic which related to native's language and depend they come from. Therefore, dialect can be seen from the different grammatical and vocabulary that used by people in the certain area. Different dialect usually based on their regions. For example:

In Java “mangan”, Indonesian “makan”, in English “eat”

In Java “turu”, in Indonesian “tidur”, in English “sleep”

### **2.2.2 Style**

Style is the way that used by people in speech or writing. Every individual has different characteristic and they used their own style to write or to speak. Style used in language one way can be seen from the dialect for communicating. Style is the way speaker additionally can settle on decision and the age social gathering of member (in Wardhaugh, 2006).

### **2.2.3 Slang**

Slang is used for a very informal speech variety which often serves as an “in-group” language such as teenagers, the word slang is used only known by the group its self (Suhardianto & Ambalegin, 2017). The word used in slang usually informal language. Example:

- 2day, the meaning is today
- ASAP, the meaning is as soon as possible
- C'mon, the meaning is come on

#### **2.2.4 Jargon**

Jargon is special technical vocabulary associated with a specific area of work (Randi, 2013). Jargon as a technical word in a group that can't understand by other people. A jargon can also be a meaningless talk or writing that one doesn't understand and it can be characterized by unfamiliar vocabulary (Patoko & Yazdanifard, 2014). Example:

“Code eight – term that means the individual needs help immediately”, example of police jargon.

#### **2.3 Register**

Register is a language variety functionally associated with particular contextual or situational of variation and defined by its linguistic characteristic (Lee, 2001). In linguistics, register is part of a language used for specific purpose. Register usually used in certain groups or professions aimed to facilitate their communication. The language used has a certain meaning that makes it easy for fellow group members to understand more easily. Each group or profession has its own specific way of making their communication easier. This shows the characteristic of the group or profession regarding vocabulary, characteristic of intonation, syntax, and phonology based on the activities that they do.

Register as a variety of a language is particularly useful in conceptualizing (Solano-Flores, 2006). Registers can be understood as the level of formality used when speaking or writing. Formalities that are intended namely from context and

topic. Usually formal and informal registers used to enable the needs of speaker and listeners. For example, at the office bank, a bank officer used formal registers related to banking in their working area and they are used informal registers usually when they talk with their friends. So, registers used to help them create communication easily.

### **2.3.1 Type of Register**

There are several types of register, that are formal register, informal register, over formal register, motherese, and reporting register (Hunt, 2007).

1. Formal register is language which is adapted in English that is already in use in certain situations in a community. People within a community will recognize the language while those who are outside the community does not understand what the meaning of that language.
2. Informal register is dominantly used in casual conversation. In society, informal register is familiar used in their daily conversation. These are the examples in abbreviation form: Show your ID card, take they to VIP room
3. Over-formal register is concerning to the usage intonation in conversation. For example when a person meet to whom he/she does not really like, and greeting her/him pleasantly in a high pitched voice.

4. Motherese is one of register how the way used in kinds of intonation such as in high, medium, and low intonation for expression the register. The people use it when they are speaking to children or pets. Example: For pets, they called their pets using special words such as “catty” for cat, “doggy” for dog. For children, the words “daddy” for father, “mommy” for mother.
5. Reporting register is one type of registers where the user of the register to understand verbal greeting or not verbal, with a flat intonation, speed in speaking, a voice softly, or expression that is flat like a news presenter in television news shows.

### **2.3.2 Reason of Using Register**

The researcher found the reason of using register that is makes individuals more easily to communication with other people in a job or group. It means, that how people in certain communities use their languages to communicate among them (Katamba, et al., 1996). When they use register, it will make easier to understand the speaker’s meaning.

## **2.4 Instagram**

Instagram is one of the social media sites that is functioned to share photo and video. Instagram can make the users easily to take photo and upload some image instantly using mobile phone (Herman, 2014). Instagram used for two – way communication to establish and cultivate organization public relationship

(Russmann & Svensson, 2016). Instagram allows user to edit their digital images with the use of various filters (Sloan et al., 2017). Further, Instagram also used people to communicate by direct message, that is send text by via Instagram. So, besides to share photo or video, it can use communicate or interact each other.

On Instagram usually selebgram share their photo and video not only post in Instagram feed, but they also share on Instagram story. On Instagram there are some features to share or to interact with others. Several features on Instagram that are direct message (DM), Instagram stories, followers, following, uploading photo and video, Instagram television (IGTV), caption and edit photo. The explanation of several features on Instagram are :

**a. Direct Message (DM)**

Direct message used to private conversation, it is a simple messaging on Instagram to share post or profile from directly users. So, the users can share or send photo, video, and chat to their friend without anyone knows.

**b. Instagram Stories**

Instagram stories used to share a photo or video and we can take a it directly on the Instagram story. But, when we share on Instagram stories it's only last a limited time. The photo or video that they share on Instagram stories only show up in 24 hours. After 24 hours the stories will automatically lost.

### **c. Followers**

Users or people account of Instagram that follow the another Instagram people account. It means that when we are have an account on Instagram and someone else or your friend and they are follow our account.

### **d. Following**

This is almost same with the followers. But, if the following is our account that following another Instagram people account. So, we follow or add another person's account into a list of friends in the following features.

### **e. Uploading Photo and Video**

The main features on Instagram that is uploading photo and video. In other hand, uploading photo and video is a basic function. In this part, people can share their photo and video by choosing it from their mobile phone especially on their album photo. After we share it, we can see our photo and video that have been posted on the feed Instagram profile. But, if we want upload the video we just can upload with a duration of 60 seconds. For the photo that we upload, we can take 10 photos directly.

### **f. Instagram Television (IGTV)**

In this part used to share the video with a long duration, in IGTV there is no time limit on the videos that we are upload.



#### **g. Caption**

Before uploading photo or video, Instagram users can write a caption on their photo or video. To upload the photo of feed Instagram profile, the caption can be written at the bottom of the photo or video that have been uploaded. Whereas on Instagram stories, caption only can written on the photo or video, because there is no separate space for writing captions. Instagram users usually write the captions to show their meaning or to deliver their feelings.

#### **h. Edit Photo**

In this part usually used Instagram users to edit their photo before uploading the photo. Also can automatically find the edit photo features before uploading the photo. Instagram provides edit photo features to make Instagram users easier to edit their photo. So, the users can add some effect, make capacity of photo, or crop the size of photo.

When people posting or share their photo and videos usually they make a caption in their post. The caption is used to deliver their feeling or to explain what they share. They are make a caption with different type, usually the characteristic use facial expression, gestures, and vocalization communicate their ideas (Ambrose & Harris, 2017). So, every caption that selebgram used has different meaning, we can see from the word that they use.

#### **2.4.5 Selebgram**

Selebgram which is a famous people who have jobs on an Instagram account. They are the familiar faces who are greatly appraised and recognized by all the people, hence their personal Instagram accounts are followed by millions of people (Ding, et al., 2011).. They work as a model and youth women's aged 20 to 30 years. They are liked by many people because of their attractive appearance. A selebgram has a fashion style that is up to date or usually called fashionable and usually as a selebgram has the creativity displayed on his Instagram account so that it can attract among people.

##### **a. Function of Selebgram**

Every selebgram has different function, especially seleb in Instagram. There are some functions of selebgram, such as selebgram as model endorsement and also there is selebgram as influencer or as content creator on Instagram. Usually selebgram working in social media especially on Instagram. Celebgram/Selebgram is also known as an abrupt celebrity (Maharani, 2015). They have a lot of followers because the uniqueness displays content uploaded. Also, they are moreoften cooperate with an online shop. Sometimes, owner's online shop ask for a selebgram to promote their goods or product that they sell, which is called endorsement. The celebrity becomes an icon or endorser who is considered to represent a specific brand or product to attract potential customers (Maharani, 2015).